

Fig. 1B

Audience Tracker Server & Content Server Computing Device

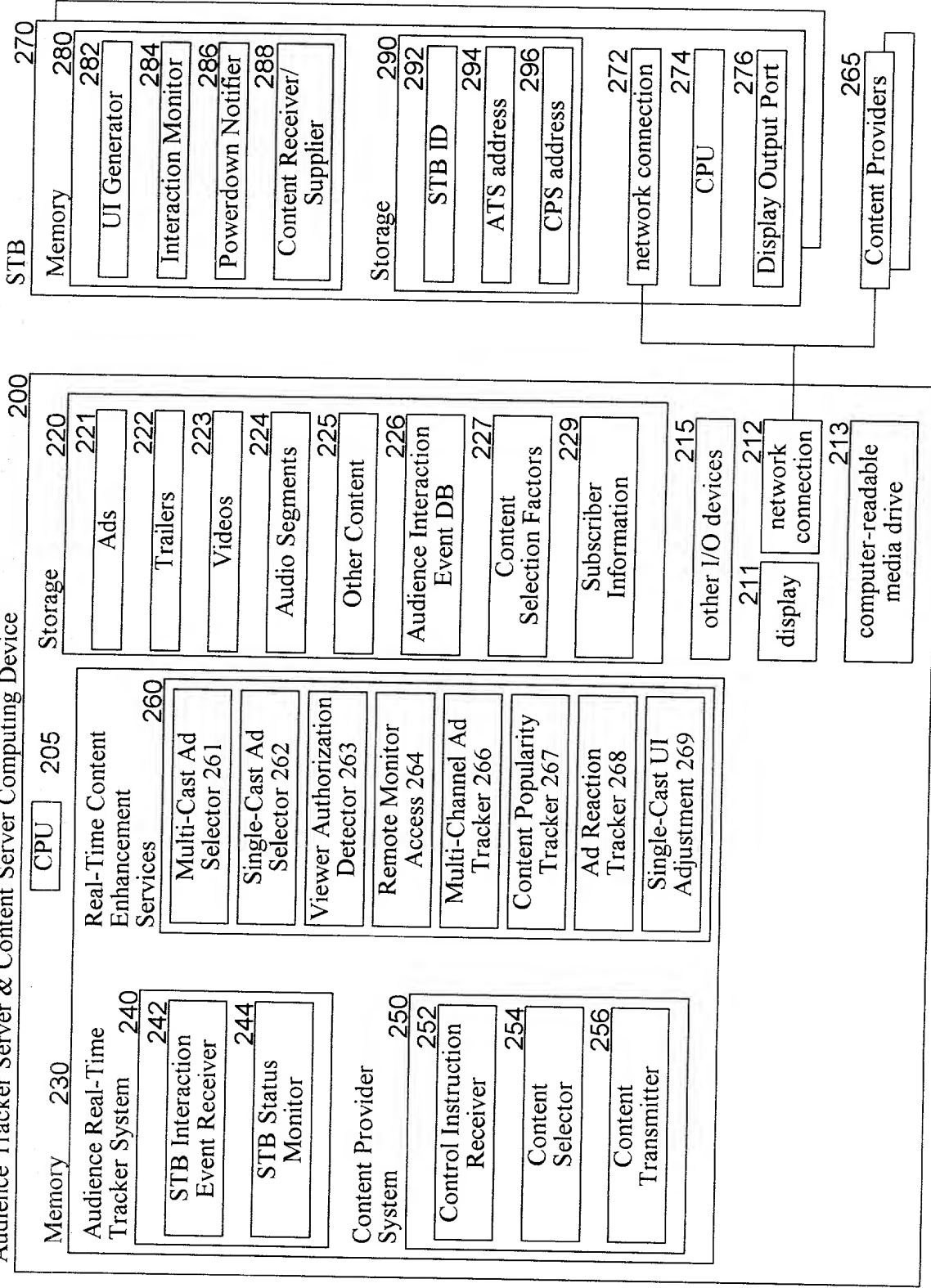


Fig. 2

| | | |
|-----|---|--|
| 310 | Interaction Event | 300 |
| | Event ID | <10 characters> 312 |
| 314 | Event Type | <6 characters> 316 |
| 318 | MAC Address | <20 characters> 320 |
| 322 | IP Address | <20 characters> 324 |
| 326 | Subscriber ID | <integer> 328 |
| 330 | Viewer ID | <integer> 332 |
| 334 | Date/Time Start | <timestamp> 336 |
| 338 | Date/Time End (only channel change events) | <timestamp> 340 |
| 342 | Item ID (only if applicable) | <integer> 344 |
| 346 | URL (only if applicable) | <256 characters> 348 |
| 350 | Error Message (only if applicable) | <variable length character> 352 |
| 354 | Error Details (only if applicable) | <variable length and data type> 356 |
| | | 370 |
| | | 380 |

Fig. 3

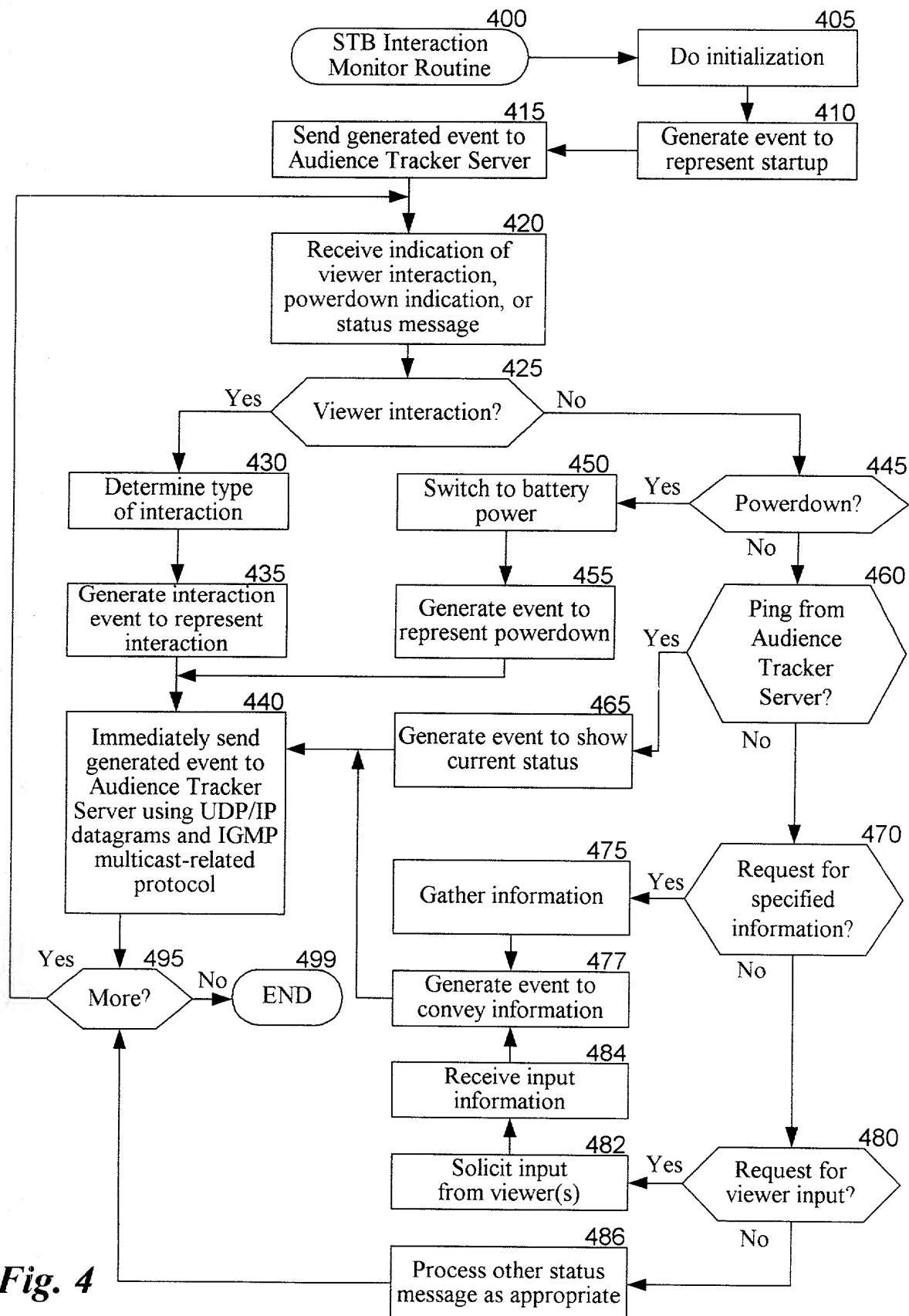


Fig. 4

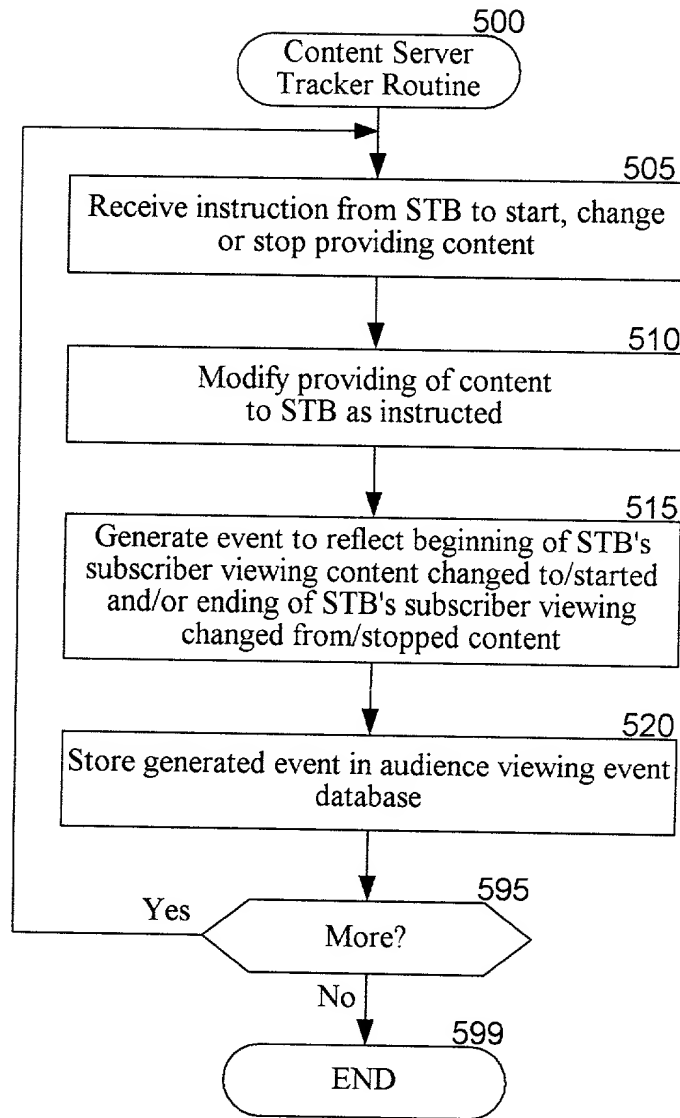


Fig. 5

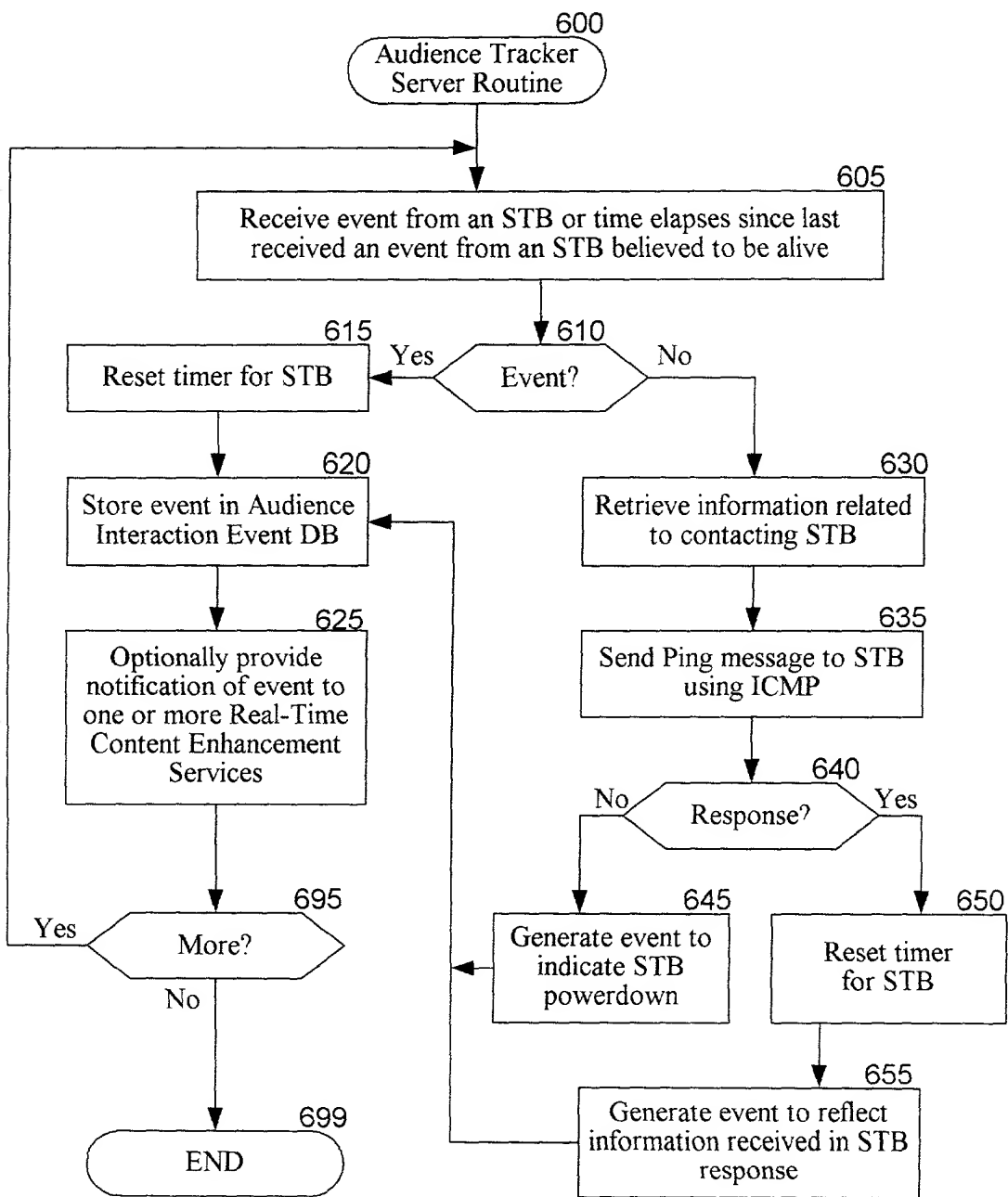


Fig. 6

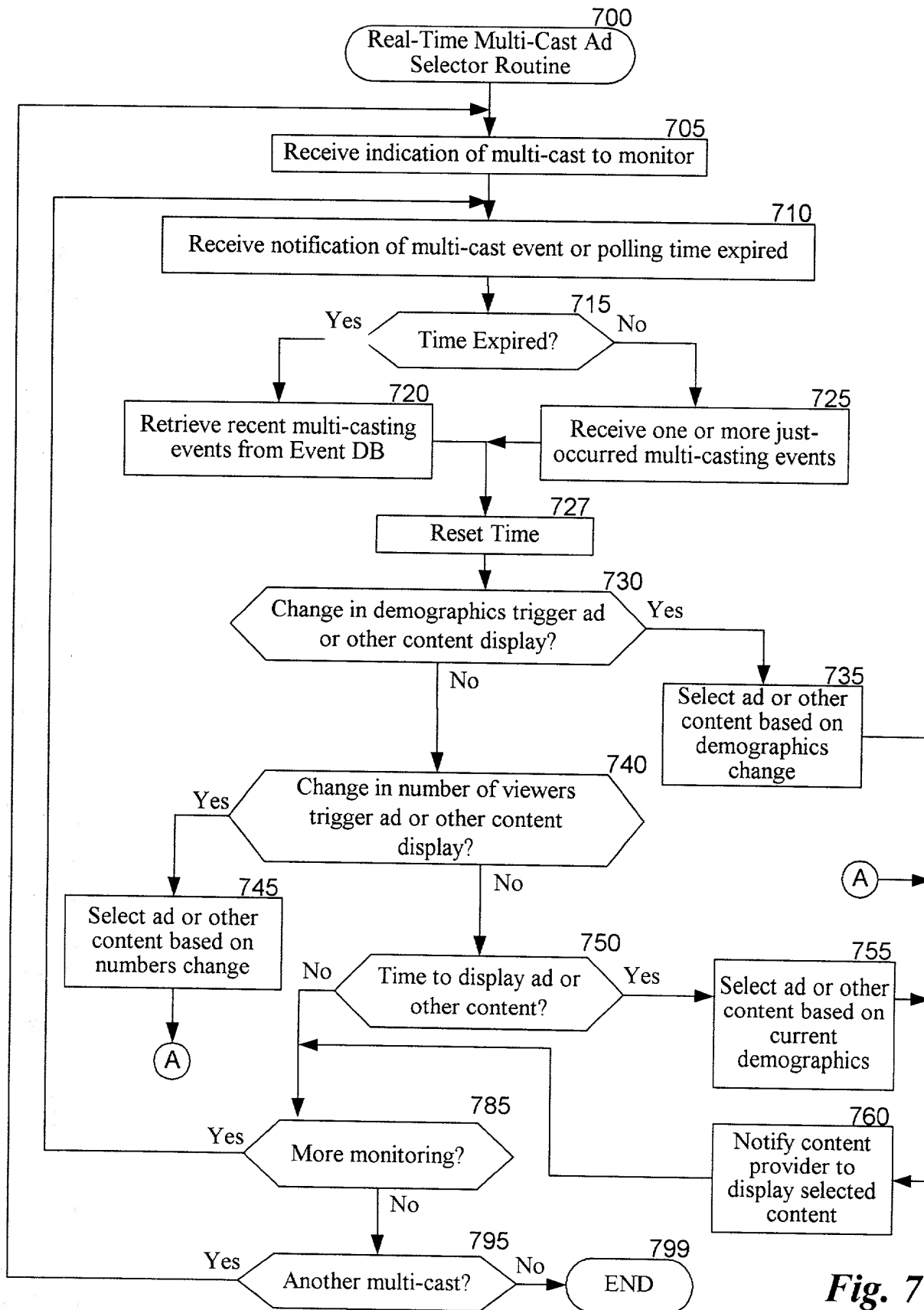


Fig. 7

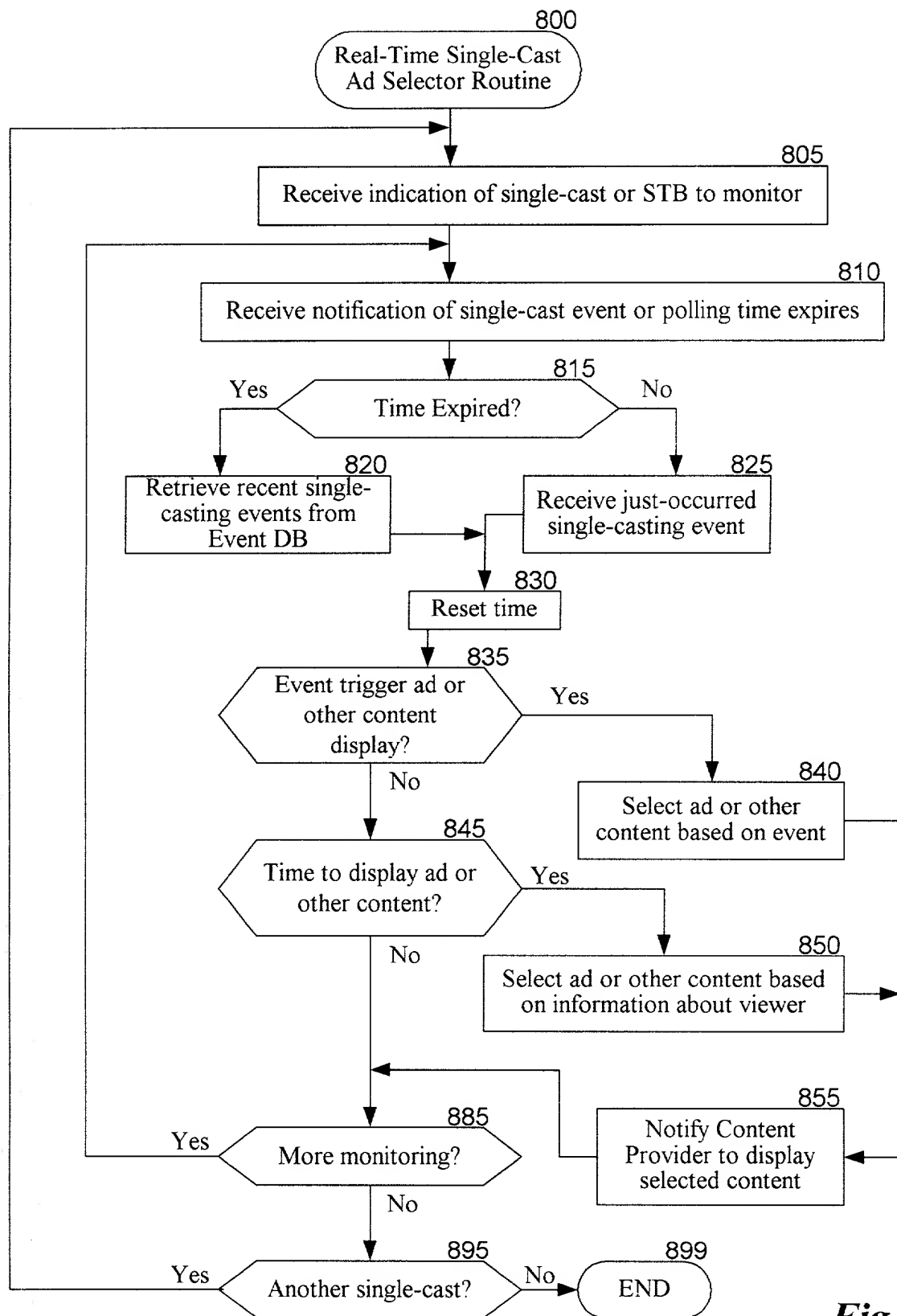


Fig. 8

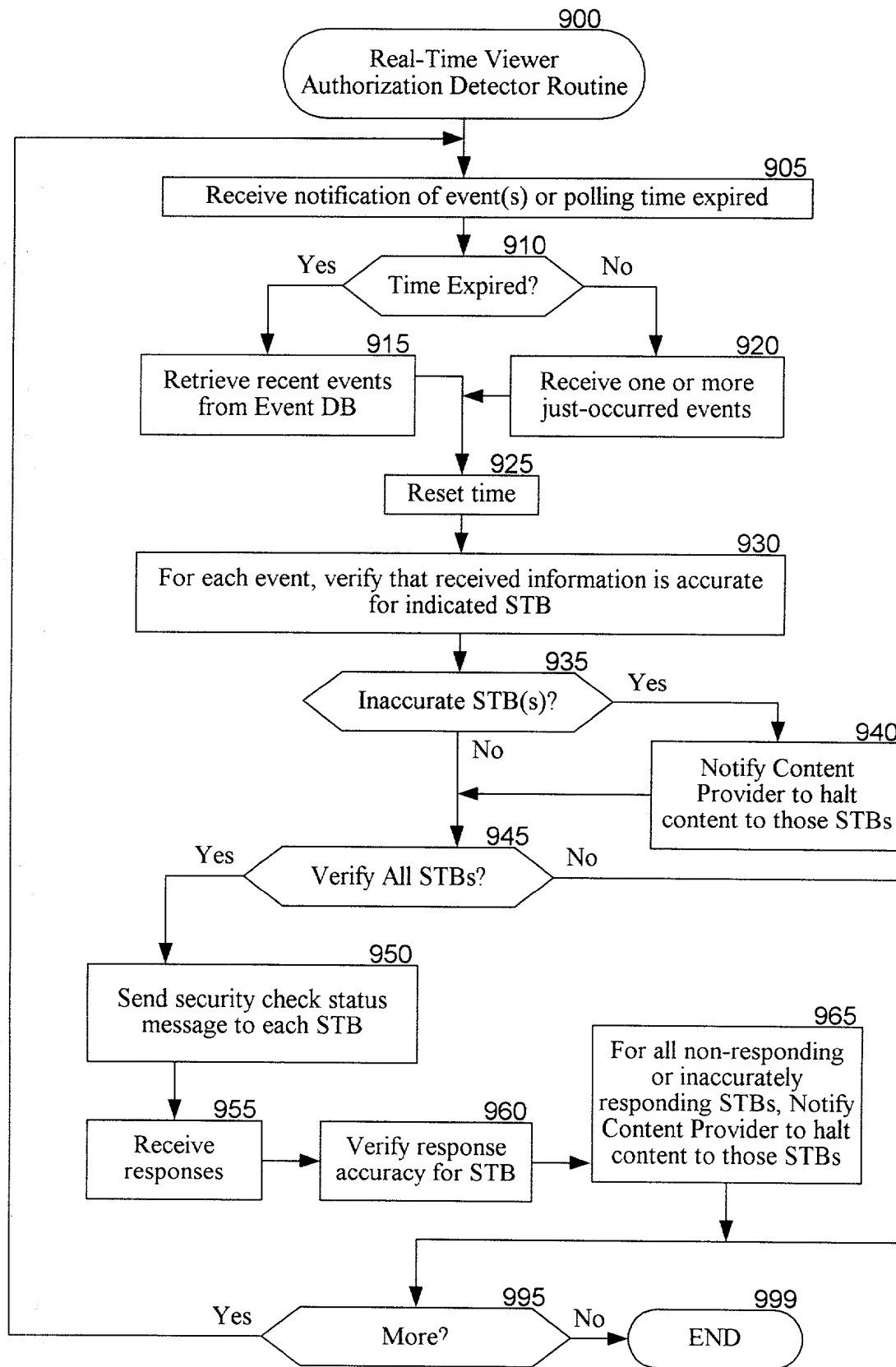


Fig. 9

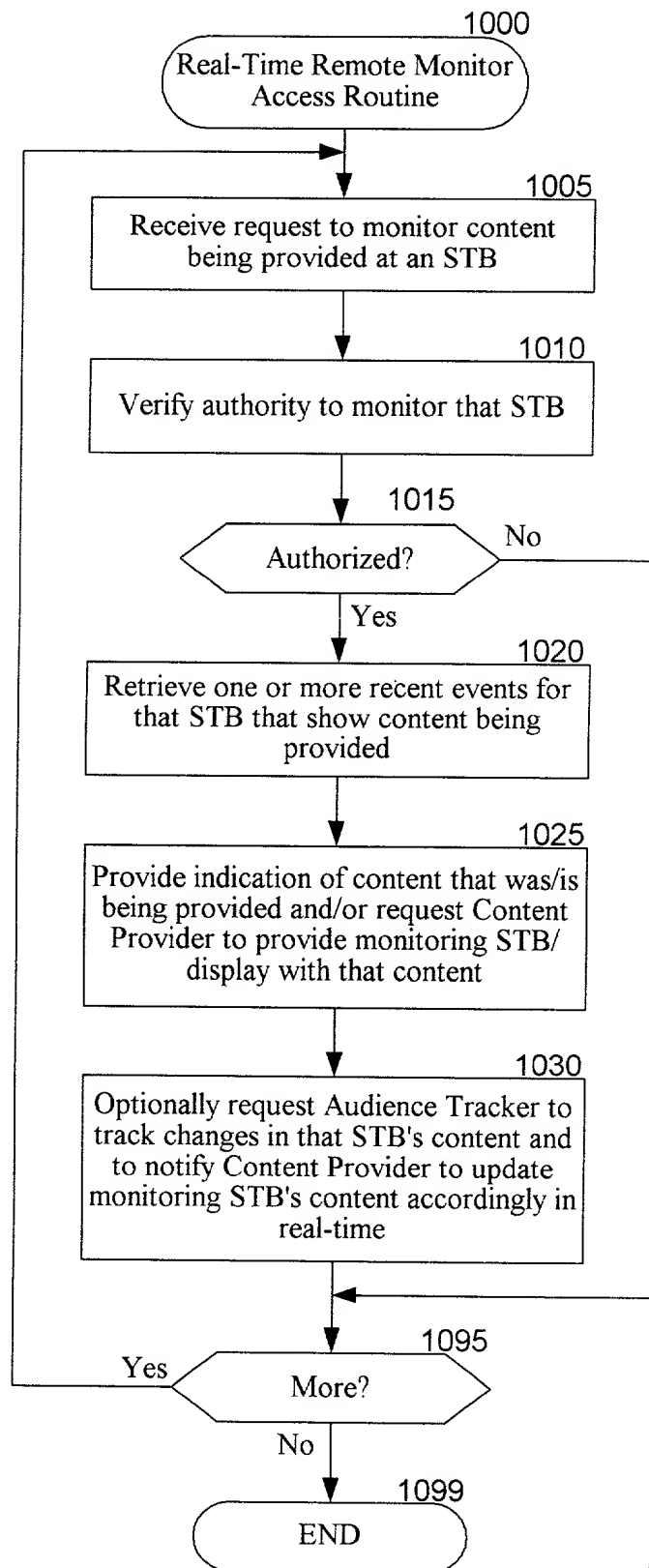


Fig. 10

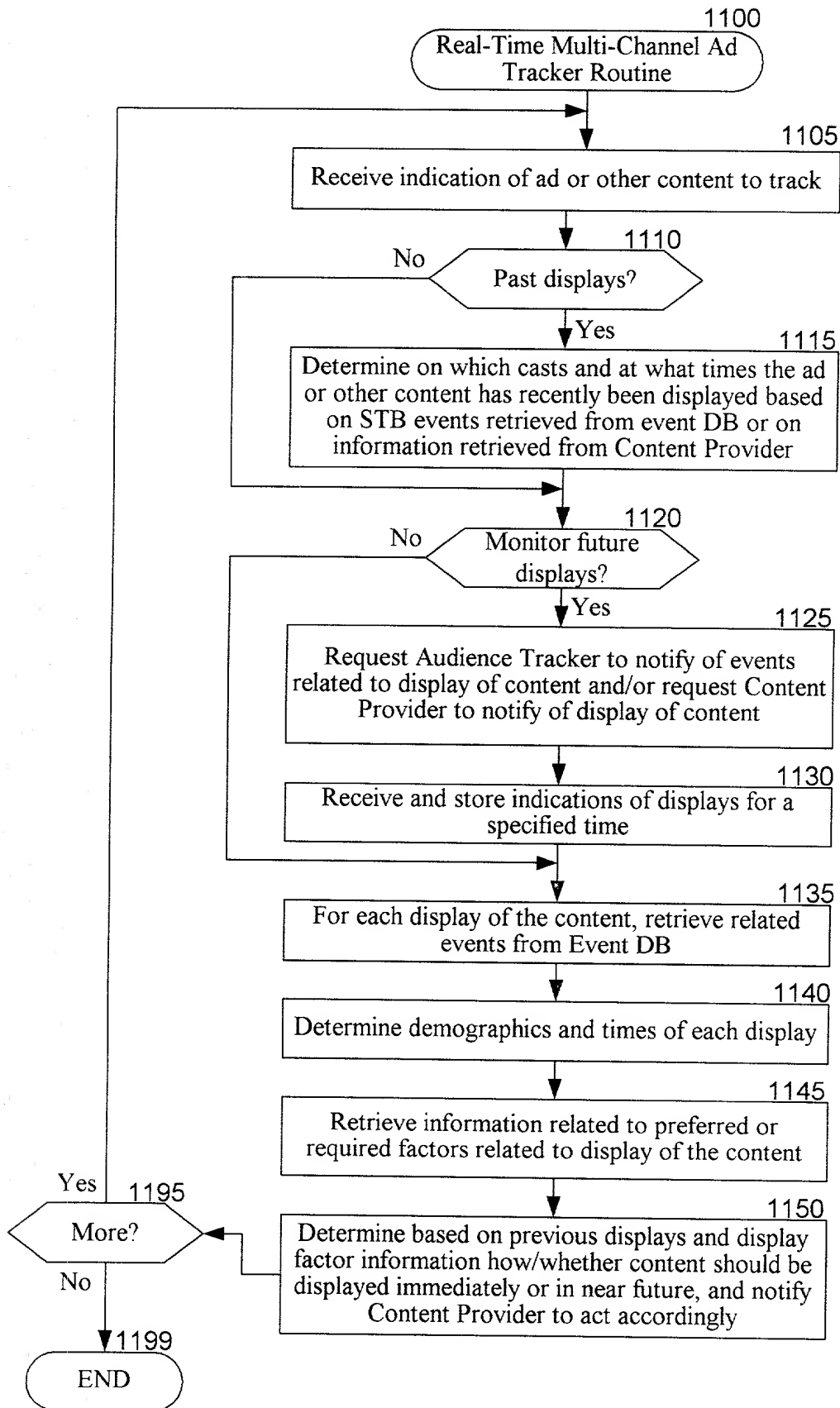


Fig. 11

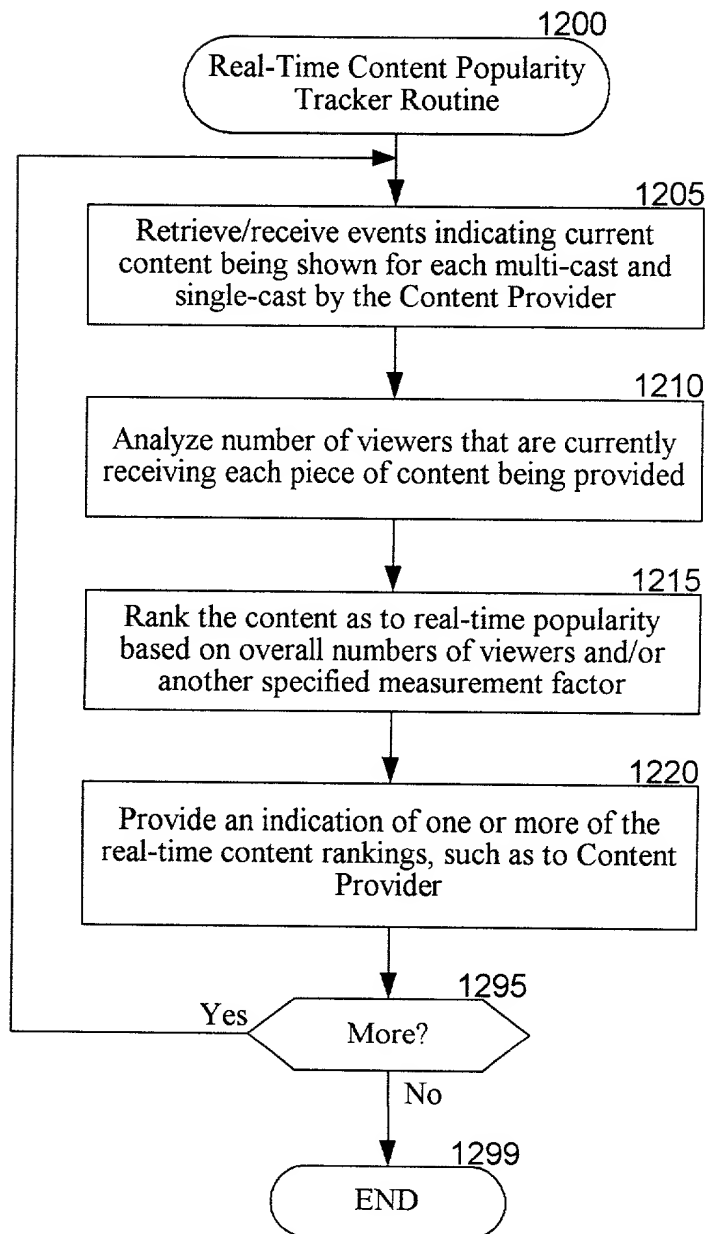


Fig. 12

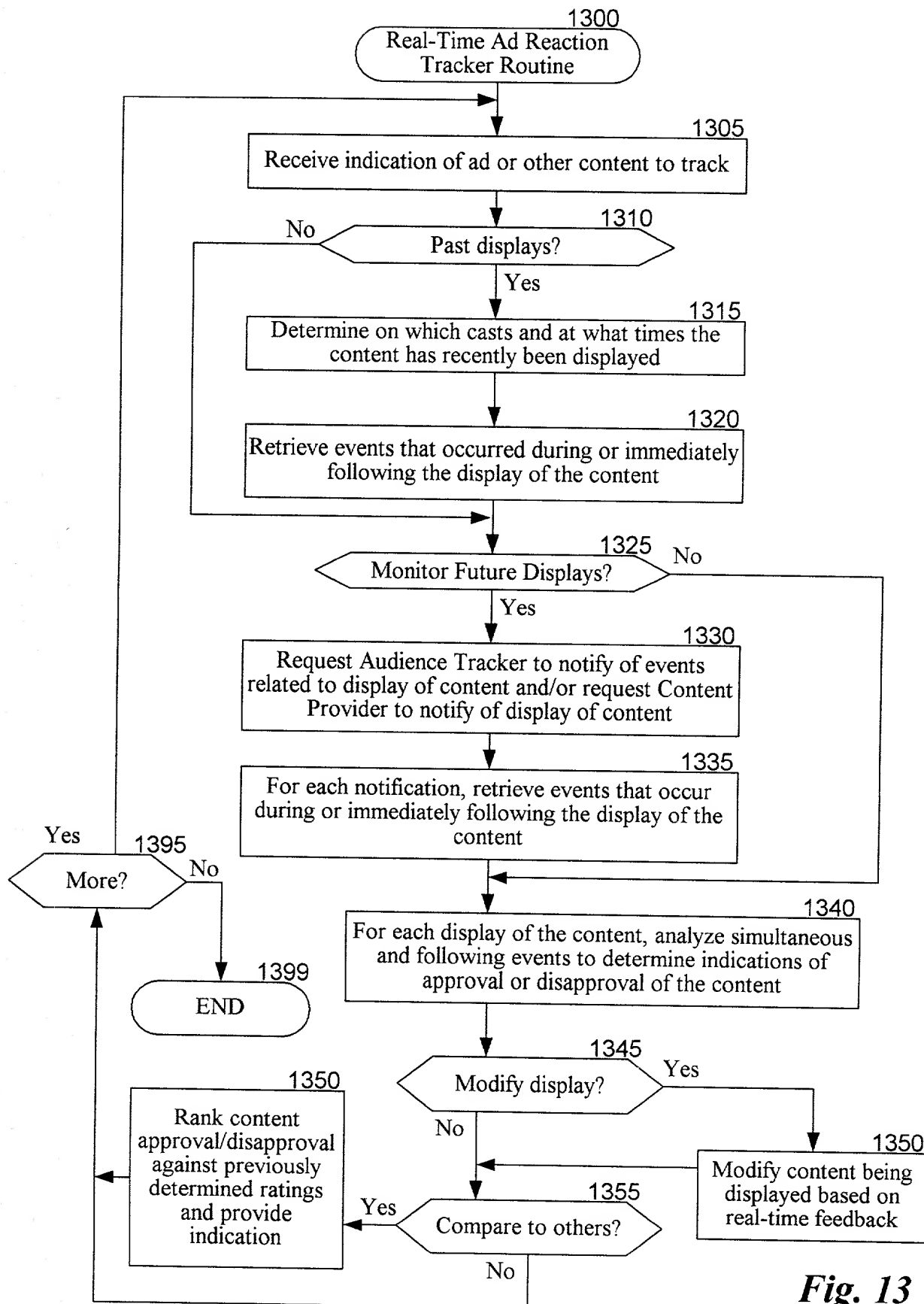


Fig. 13

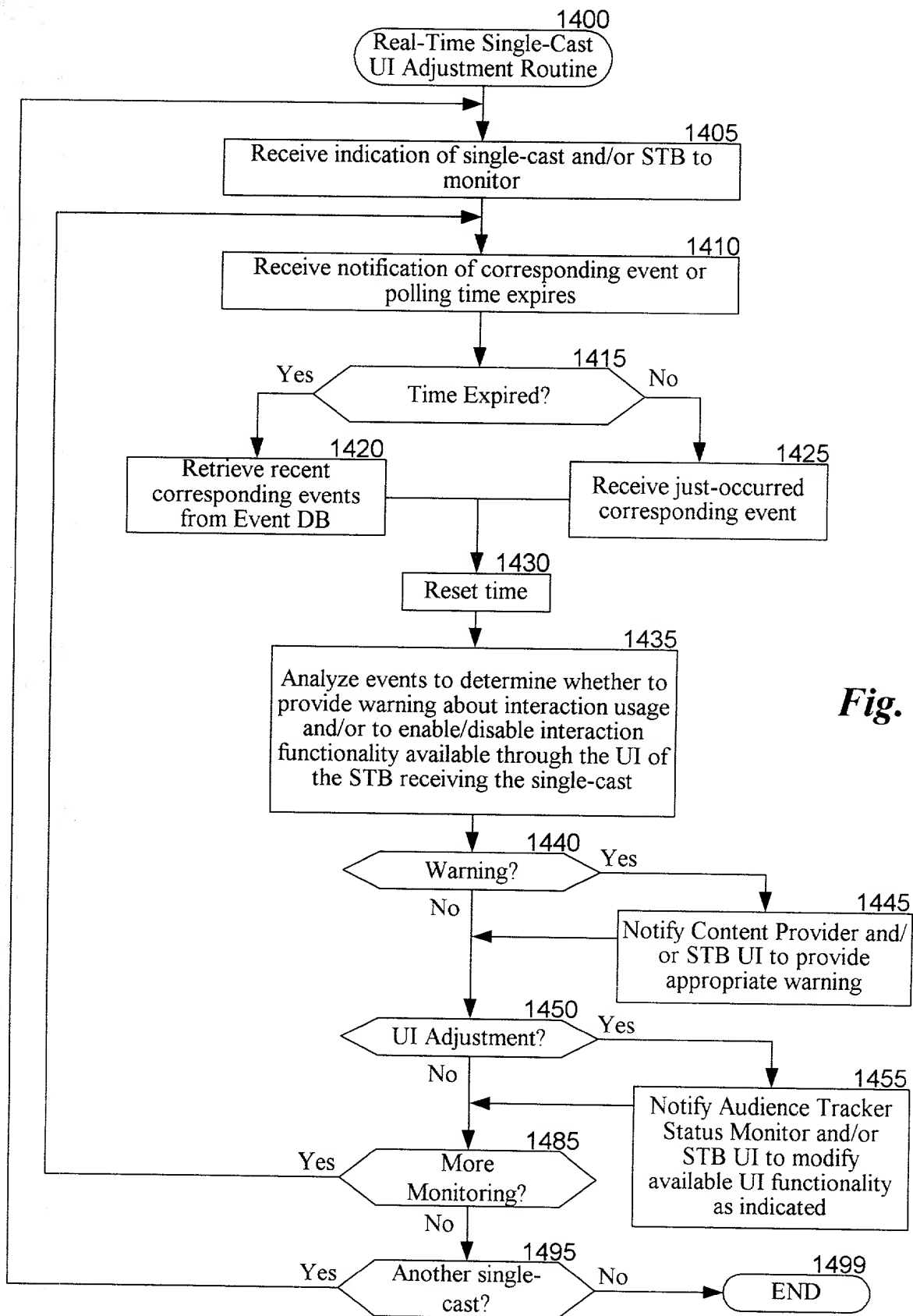


Fig. 14